



## 2020 Canada's Workforce Choice Awards Sponsorship Opportunities

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Melissa Pope, Event & Sponsorship Manager  
403-540-8999 | [melissa@popecentral.com](mailto:melissa@popecentral.com)



[workforcechoiceawards.ca](http://workforcechoiceawards.ca)



## A Message from the Founder

On behalf of Canada's Workforce Choice Awards, I want to invite you to join in the second annual celebration of the nation's best workplaces.

What started as a dream was made true by the incredible support of our sponsors, the thousands of nominations and a group of organizations who truly do believe people, regardless of their employment status, are their companies' greatest assets.

I am humbled and honoured to have been part of such an amazing celebration in 2019 and so proud to bring the awards into 2020. I hope you will join us in giving a voice to everyone in the workforce.

Sincerely,

Shannon Bowen-Smed  
Founder, Canada's Workforce Choice Awards  
CEO, BOWEN Group





## The best workplaces, chosen by the entire workforce.

Canada's Workforce Choice Awards, presented by BOWEN Group, honour companies across every industry who set the new standard for the future of work. These awards are chosen by all members of the evolving workforce, from contractors to employees, part-timers to full-timers, interns to seasonal workers, temps to freelancers.

Last year's awards garnered thousands of nominations, and brought together hundreds of attendees – all in celebration and recognition of the country's best workplaces.

Award categories include Diversity & Inclusion, Indigenous Engagement, Innovation, Workplace Culture & Engagement, Future Sustainability, Community Connection, Women's Advancement, and Health, Wellness & Safety.

Canada's Workforce Choice Awards present a unique opportunity to align your brand with exceptional companies celebrated for their vision and adaption to the new world of work. This package outlines a number of sponsorship opportunities, and we are also more than happy to work with you to create a custom program should you desire.

With every nomination, BOWEN Group will donate one dollar to United Way, a charity helping vulnerable individuals attain high school education, vocational training and meaningful employment. When all of Canada works, Canada works better.

As featured on:



[workforcechoiceawards.ca](http://workforcechoiceawards.ca)





## Canada's Workforce Choice Award Categories

### Diversity & Inclusion

Paving the road today for an inclusive and diverse future tomorrow.

### Indigenous Engagement

Building a workplace where Indigenous individuals are empowered through practices and achievements.

### Innovation

Pushing boundaries, taking risks, investing in people and technology, building for a better future.

### Workplace Culture & Engagement

Setting the standard for workplace culture and workforce engagement, creating an unparalleled environment to succeed in.

### Future Sustainability

Being good stewards of the earth and positioning for sustainability through leadership and business model practices.

### Community Connection

Recognizing the collective power of large groups to lend a helping hand, and committing resources and energy to do exactly that.

### Women's Advancement

Investing in the training, promotion and long-term achievement of women at every level of the workplace.

### Health, Wellness & Safety

Relentlessly focusing on protecting and improving the physical and mental health of all team members.





## Sponsorship Opportunities

SPONSORSHIP BENEFITS	Category \$7,500	Gold \$5,500	Silver \$3,500	Bronze \$1,500
Opportunity to address audience at event	x			
Awards plaque given to winner with company logo accompanying BOWEN Group's logo	x			
Company pop-up (33' x 80') to be displayed at venue	x			
Verbal recognition in opening remarks by emcee	x	x	x	
Company logo on event program	x	x	x	x
Company logo included in sponsor signs throughout the event	x	x	x	x
Logo to be displayed on screen/rotating slide show during event	x	x	x	x
Event logo and press release provided for internal marketing purposes	x	x	x	x
Ad feature in National Post	x	x		
Social media posts on LinkedIn, Facebook and Twitter	6	4	3	
Company logo on the Workforce Choice Awards website and link back to your website	x	x	x	
Event tickets	6	4	2	1
Guaranteed first right of refusal at same level for next contract year	x	x	x	x



## What people are saying about the awards

*"Wonderfully diverse set of companies and people"*

*"We need more things like this to acknowledge good people in business who treat others with respect and do the right thing"*

*"Putting the spotlight on the day to day working ideals that matter most to workers"*

*"What a sizzling event"*

*"Loved the energy"*

## Contact

If you are interested in becoming a sponsor of the annual Canada's Workforce Choice Awards or if you have any questions, please contact:

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## 2019 Sponsors



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